

## ORDER



**Orders**  
**Order / Rev:** 69697  
**Alt Order #:** 9854270 /Brad  
**Product Desc:** John Maher  
**Estimate:**  
**Flight Dates:** 11/02/12 - 11/06/12  
**Original Date / Rev:** 11/01/12 / 11/01/12  
**Order Type:** GENERAL

## WHP-TV CBS21

**Primary AE:** Millennium Washington DC  
**Sales Office:** MNAT  
**Sales Region:** National

**Agency Name:** Littlefield & Associates Consulting  
**Buying Contact:**  
**Billing Contact:**  
 455 Massachusetts Avenue NW Suite 10  
 Washington, DC 20001

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Maher/R/PA Auditor General  
**Demographic:** A35+  
**Product Codes:** State Elections  
**Priority:** P-1  
**Revenue Codes:** AGY, POL-CAND, GEN

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	24	\$5,555.00	\$4,721.75

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	24	\$5,555.00	\$4,721.75	0.00
<b>Totals</b>	<b>24</b>	<b>\$5,555.00</b>	<b>\$4,721.75</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WHP	11/02/12	11/06/12	M-F 5a-6a News CBS 21 News at 5a	CM	5:30 AM-6:00 AM (5:30 AM-6:00 AM)	11--1--	:15/:15	3	\$125.00	P-1	0.00	BK	3	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	1---1--		2				\$125.00		0.00			
		Week: 11/06/12	11/12/12	-1-----		1				\$125.00		0.00			
N 2	WHP	11/05/12	11/06/12	M-F 5a-6a News CBS 21 News at 5a	CM	5:00 AM-5:30 AM (5:00 AM-5:30 AM)	11-----	:15/:15	2	\$125.00	P-1	0.00	BK	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	1-----		1				\$125.00		0.00			
		Week: 11/06/12	11/12/12	-1-----		1				\$125.00		0.00			
N 3	WHP	11/02/12	11/06/12	M-F 6a-7a News CBS 21 News at 6a	CM	6:00 AM-6:30 AM (6:00 AM-6:30 AM)	11--1--	:15/:15	3	\$225.00	P-1	0.00	BK	3	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	1---1--		2				\$225.00		0.00			
		Week: 11/06/12	11/12/12	-1-----		1				\$225.00		0.00			
N 4	WHP	11/02/12	11/06/12	M-F 6a-7a News CBS 21 News at 6a	CM	6:30 AM-7:00 AM (6:30 AM-7:00 AM)	11--1--	:15/:15	3	\$225.00	P-1	0.00	BK	3	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	1---1--		2				\$225.00		0.00			
		Week: 11/06/12	11/12/12	-1-----		1				\$225.00		0.00			
N 5	WHP	11/06/12	11/06/12	CBS This Morning CBS This Morning	CM	7a-9a	-T-----	:15/:15	1	\$75.00	P-2	0.00	BK	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/06/12	11/12/12	-T-----		1				\$75.00		0.00			

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Flight Dates: 11/02/12 - 11/06/12

Advertiser: Maher/R/PA Auditor General  
Product Desc: John Maher  
Estimate:

WHP-TV CBS21

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 6	WHP	11/03/12	11/03/12	CBS This Morning Saturday Saturday Early Show	CM	9a-11a	-----S-	:15/:15	1	\$125.00	P-2	0.00	BK	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 10/30/12	11/05/12	-----S-	1		\$125.00		0.00						
N 7	WHP	11/04/12	11/04/12	CBS Sun Morning CBS Sun Morning	CM	9a-1030a	-----S	:15/:15	1	\$400.00	P-1	0.00	BK	1	\$400.00
N 8	WHP	11/05/12	11/05/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	M-----	:15/:15	1	\$325.00	P-2	0.00	BK	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 10/30/12	11/05/12	M-----	1		\$325.00		0.00						
N 9	WHP	11/02/12	11/05/12	M-F 5p-530p News CBS 21 News at 5p	CM	5p-530p	1---1--	:15/:15	2	\$325.00	P-1	0.00	BK	2	\$650.00
N 10	WHP	11/05/12	11/05/12	M-F 530p-6p News CBS 21 News at 530p	CM	530p-6p	1-----	:15/:15	1	\$325.00	P-1	0.00	BK	1	\$325.00
N 11	WHP	11/02/12	11/05/12	M-F 6p-630p News CBS 21 News at 6p	CM	6p-630p	1---1--	:15/:15	2	\$350.00	P-1	0.00	BK	2	\$700.00
N 12	WHP	11/02/12	11/04/12	Sa-Su 6p-630p News Rd CBS 21 News at 6p	CM	6p-630p	-----11	:15/:15	2	\$140.00	P-2	0.00	BK	2	\$280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 10/30/12	11/05/12	-----11	2		\$140.00		0.00						
N 13	WHP	11/05/12	11/05/12	M-F 11p-1135p News CBS 21 News at 11p	CM	11p-1135p	M-----	:15/:15	1	\$500.00	P-1	0.00	BK	1	\$500.00
N 14	WHP	11/04/12	11/04/12	Su 11p-1130p News CBS 21 News at 11p	CM	11p-1130p	-----S	:15/:15	1	\$200.00	P-2	0.00	BK	1	\$200.00
													Totals	24	\$5,555.00